

# Branch Out Event: An Afternoon with Aunt Liddy, a living history monologue

DATE: Thursday, August 14, 2025  
LOCATION: Gatlinburg, Tennessee, US

---

## Event Description

Branch Out Event: An Afternoon with Aunt Liddy, a living history monologue is a premier performing-arts event in Gatlinburg. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** performing-arts

**Importance Rank:** 33/100

**Expected Attendance:** 142 people

**Event ID:** Bc7ZQP5JbD3sKVVwKt

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 57 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*